



Marketing Passport®

*Your complete marketing
foundation, organised in one place.*

Foundations » Strategy » Execution Readiness

Table of Contents



<u>Business Basics</u>	03
<u>Mission, Vision, and Values</u>	04
<u>Products and Services</u>	05
<u>Audience and Customers</u>	06
<u>Competitors and Differentiators</u>	07
<u>Brand Positioning and Messaging</u>	08
<u>Brand Story</u>	09
<u>Brand Personality and Voice</u>	10
<u>Brand Style Guide</u>	11
<u>Website and Infrastructure</u>	12
<u>Marketing Channels</u>	12
<u>Marketing Assets</u>	13
<u>Keywords and SEO Focus</u>	13
<u>Goals and Success Metrics</u>	14
<u>Budget and Decision Making</u>	15
<u>Compliance and Permissions</u>	16



CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Monica Katona		
Website Address:	wordsinbloomenglish.com/		
Business Stage: (Idea/ Growing/ Established)	Established	Primary Contact:	Monica Katona
		Country:	United States
Phone Number:	+1 406 314 9336	Email Address:	eyefull@pm.me

Which industry best describes your primary business?

My business operates within the education and professional development sector, with a specialized focus on English communication strategy for career growth and workplace integration.

How does your business primarily operate?

The business is designed as a fully online, program-based coaching experience, delivering structured and personalized language training that supports professionals in real-world communication.

Where do you currently serve customers?

I will be working with a global client base, primarily expat professionals and English learners who are navigating careers and daily life in English-speaking environments.

If you have a physical presence, where is it located?

The business is managed from my home office in Thompson Falls, Montana, supporting a flexible, high-touch coaching model.

Which location matters most for your growth right now?

While the business is geographically based in Montana, its reach is intentionally global, allowing me to support clients across borders, industries, and time zones through a fully virtual framework.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

I'm a TESOL-certified ESL Career & Cultural Communication Strategist. I provide structured, program-based English coaching designed to help expat professionals build clarity, confidence, and real-world communication skills. My programs support learners from A2 to C1 and combine targeted grammar development with speaking practice, vocabulary expansion, and practical communication strategies. This is so clients can apply their English naturally in everyday and professional situations. Whether through 1:1 or small group coaching, I create a learning experience that is engaging, supportive, and focused on real progress, not just theory.

Vision (what success looks like in the future?)

I help expat professionals and immigrant English learners who are building their lives and careers in English-speaking environments. Many of my clients are already capable, but they don't always feel confident expressing themselves. They may hesitate in meetings, struggle to find the right words, or feel overlooked despite their expertise. My work is to change that. I help them build the confidence to speak clearly, feel a sense of belonging, and step into new opportunities. This is so they can become the confident, respected communicators they know they're capable of being. My clients don't come to me because they "don't know English." They come to me because they don't feel confident using it, especially when it matters most. They may hesitate when speaking, struggle to express ideas clearly, or feel frustrated when the right words don't come quickly. Even when they understand English well, speaking can feel exhausting; like constantly translating, second-guessing, or holding back. Many feel overlooked in conversations or unsure how to fully show their knowledge and personality in English. That's where I come in. I help expat professionals move from feeling stuck and hesitant to feeling clear, confident, and capable; they can walk into new opportunities and fully participate in their work and everyday lives, no matter how long they've been in an English-speaking environment.

Core values (3-5 guiding principles)

Most of my clients want more than just better grammar. They want to speak with ease. To express ideas without overthinking. To feel confident in meetings, conversations, and important moments. Some come in wanting to improve fluency, refine pronunciation, or even "sound more natural." But underneath all of that is one core goal: to feel confident, understood, and respected when they speak. If my business is wildly successful in 2-5 years, for instance, what will have changed is my mindset and the fact that I want to bring as much value as I can to my clients. I am working toward adding more to my courses, as well as giving my enrolled clients a free PDF copy of my lessons and free live support if needed. The impact I want to have is ensuring that people reach their goals and feel truly empowered, whether it be in their jobs, their community, or personal life. What matters most when running my business is customer satisfaction. I don't just want to take their money. I want to build a solid relationship and a real trust that will keep my clients coming back. If for any reason they aren't satisfied, they will be fully refunded. I will always show up as punctual, professional, ready to help, and with an upbeat, friendly attitude. I will gladly show up for calls for anyone who needs support, homework help, etc. I will never compromise on the quality of my teaching. I believe all of these words feel nonnegotiable: honesty, creativity, accessibility, excellence, warmth, freedom, and boldness.

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services .

My services are centered around helping expats and professionals become confident, effective communicators in English through personalized, realworld coaching. At the core of my work is the Confident Communicator Method, a 90-day coaching program designed for working expat learners from A2 to C1 who are already functioning in English but want to speak with more clarity, confidence, and ease. In addition to this flagship program, I offer 1:1 private coaching as a flexible entry point for clients who want targeted support with areas like grammar, fluency, or pronunciation, as well as small group coaching experiences that allow learners to practice communication in a supportive, community-based environment.

Outcomes: the results your customers get.

Across all of my offers, the focus is not just on improving English skills, but on helping clients express their ideas clearly, engage in meaningful conversations, and navigate both professional and social situations with confidence. As a result, my clients often experience stronger job prospects, increased earning potential, and greater access to networking opportunities, while also developing a deeper sense of belonging, cultural understanding, and personal confidence.

Pricing: how you package or charge for your work.

My pricing approach is evolving toward a program-based structure that reflects the transformation you provide, with my 90-day Confident Communicator Method positioned as my primary, revenue-driving offer, supported by more flexible coaching options that allow clients to begin their journey and build toward deeper, long-term growth.

Hero Offer: the offer that drives most of your revenue.

I am honestly not sure which offer brings in the most revenue at this stage, since I haven't sold any of my courses yet.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

My ideal clients are expats and working professionals living in English-speaking countries such as the U.S., the U.K., or Australia. Some are newly relocated and navigating daily life in English for the first time, while others have been in their environment for years—they can function, but they don't feel fully confident or fully integrated yet. I primarily serve two types of clients. The first are expats who are building a life in a new country and want to move beyond “getting by” to truly feeling a sense of belonging. The second are working professionals who feel stable in their roles but stuck in how they communicate. They have the skills, the experience, and the routine—but their English doesn't fully reflect their capabilities, leaving them slightly out of sync in meetings, conversations, and workplace interactions.

Customer segments (if you serve more than one type of customer).

Many of my clients come to me during moments of transition or growth. They may be preparing for a new role, aiming for a promotion, or trying to establish themselves more confidently in their workplace or community. Alongside this, they often feel frustrated with their fluency, limited vocabulary, or the effort it takes to express themselves clearly—especially in situations where they want to sound more natural, precise, and confident.

Customer Problems: the challenges they face.

Most clients initially ask for help with speaking—particularly improving their accuracy, fluency, and overall confidence in conversation. Some also come with specific goals, such as preparing for English proficiency exams like IELTS or TOEFL, or improving their performance in professional communication. Beneath the surface, my clients are not just trying to improve their English—they're trying to feel like they truly belong in their environment. They want to express themselves in a way that feels natural and respectful, to be taken seriously in professional settings, and to open doors to new opportunities. At the core, they are seeking confidence: the ability to speak without hesitation, to trust their voice, and to feel aligned with the life and career they've worked hard to build.

Why do customers choose you?

Clients are drawn to my approach because it is both highly personalized and deeply supportive. I bring a balance of structure and flexibility, tailoring each session to their specific goals while creating a space where they feel comfortable taking risks and making progress. My teaching style is warm, engaging, and practical, and I focus not just on correcting mistakes, but on helping clients understand how to communicate more effectively in real-world situations. This combination allows them to build confidence in a way that feels natural, sustainable, and aligned with who they are.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

Traditional ESL teachers, language schools, and online language platforms offering structured, curriculum-based learning. These competitors typically focus on grammar progression, level-based systems, and group or self-paced learning environments.

Indirect Competitors: alternatives your customers might choose instead.

Language learning apps, group classes, self-study methods, and coaches based in clients' home countries. These options are often perceived as more convenient, flexible, or cost-effective, but tend to lack personalization, real-time feedback, and practical speaking application.

Your Edge: what you do differently and why customers choose you.

I offer a personalized, immersive learning experience that focuses on real-life communication rather than purely academic progression. My approach bridges the gap between understanding English and confidently using it in professional and social contexts.

Through tailored sessions, real-time feedback, and practical speaking exercises such as role-play and scenario-based learning, I help clients build both clarity and confidence. I create a supportive, judgment-free environment where clients feel comfortable expressing themselves, which is key to accelerating progress.

Clients choose me because they are ready to move beyond passive learning and want to actively use English with confidence, supported by guidance that is aligned with their individual goals, communication challenges, and real-world needs.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

I help expats and international professionals move from hesitant speakers to confident communicators by providing personalized, real-world English coaching they can immediately apply in their workplace, interviews, and everyday interactions.

Short pitch / 7-second explanation.

I turn hesitant English speakers into confident professionals who can communicate clearly at work and in everyday life.

Hooks/Taglines: memorable lines that spark interest.

Memorable lines that spark interest

- You don't need perfect English. You need usable English. Confidence first. Fluency follows.
- English for real meetings. Real interviews. Real conversations. Real life.
- English support that feels human. Real coaching.
- Speak clearly. Show your expertise. Be understood.
- From hesitant to confident—one conversation at a time.

Tone of Voice: choose the style that fits your brand.

1. Encouraging: I normalize mistakes, I reduce shame, and I build courage.
2. Language style: "You're not behind.", "You're closer than you think.", "Let's practice that again.", "This is safe space English."
3. Energetic but Grounded: Upbeat and motivating, but not overwhelming.
4. Clear and Direct: No academic jargon. No complicated explanations. Simple language modeling by examples of what I teach.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

Expats and international professionals living or working in English-speaking environments, particularly in the U.S., who already use English in their daily lives but lack confidence in expressing themselves. They are often in transitional or growth phases—starting a new job, preparing for interviews, or seeking greater visibility and advancement in their careers. They are capable, driven individuals who want their communication to reflect their true level of expertise.

What are they struggling with?

They feel stuck between understanding English and confidently using it. In meetings and conversations, they hesitate, overthink, or hold back entirely—despite having valuable ideas to contribute. They often replay interactions, wishing they had sounded clearer or more confident. Their challenge goes beyond language. It includes self-doubt, fear of judgment, and a sense of not fully belonging. While they try to improve through apps, grammar study, or self-learning, these methods don't translate into real-world speaking ability, leaving them feeling frustrated and unseen.

How does your brand help?

I provide personalized, real-world English coaching that focuses on practical communication and confidence-building. Through live, supportive sessions, I create a safe and encouraging environment where clients can practice speaking freely without fear of judgment.

I guide them in structuring their thoughts, expressing ideas clearly, and engaging in meaningful conversations relevant to their professional and social lives. With tailored feedback, real-time correction, and ongoing support, I help them bridge the gap between knowing English and actually using it with intention and clarity.

What does life look like after success?

Clients move from hesitation to confident participation. They begin speaking up in meetings, contributing ideas clearly, and pursuing new opportunities such as promotions or interviews with greater self-assurance.

They build stronger professional relationships and feel more comfortable in social interactions. Over time, they stop apologizing for their accent, release the fear of making mistakes, and develop a confident, growth-oriented mindset.

Beyond improved language skills, they gain a sense of belonging and identity—no longer feeling like “the one with limited English,” but seeing themselves as capable, confident professionals who can fully express their voice in any environment.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

The qualities that shape my brand's character

- Encouraging – I build confidence by reinforcing what clients are already doing well and guiding them forward.
- Warm & Supportive – I create a safe, judgment-free space where clients feel comfortable speaking and growing.
- Empowering – I help clients recognize their value and use their voice with confidence, even before reaching “perfect” English.
- Practical – I focus on real-world application, helping clients communicate effectively in professional situations.
- Patient & Compassionate – I meet clients where they are, normalizing mistakes and removing shame from the learning process.
- Energetic & Motivating – I bring positive, engaging energy that inspires action without overwhelming.
- Grounded & Honest – I provide clear, constructive guidance in a gentle and respectful way.

Voice Guidelines: the do's and don'ts that keep your communication consistent.

DO:

- I use encouraging, confidence-building language “You're closer than you think.”
- “You already have ideas worth sharing.”
- I keep communication clear, simple, and practical
- I focus on progress over perfection
 - I normalize mistakes and remove shame “Your accent is not a problem.”
 - “Mistakes are part of growth.”
 - I am direct, but gentle “Here's a more natural way to say that.”
 - “Let's adjust this so it sounds stronger.”
- I emphasize real-life application and usability
- I maintain a calm, supportive, and motivating tone

DON'T:

- I don't use harsh, critical, or overly corrective language
 - Avoid: “This is wrong” or “You need to fix this”
- I don't overwhelm with academic jargon or complex explanations
- I don't position myself as a strict or intimidating authority
- I don't reinforce perfectionism or fear-based messaging
- I don't dismiss emotional aspects like confidence or belonging

One-Word Descriptor: the single word that captures your brand's essence.

Empowering

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Brand colours, e.g: your colour codes: #8c52ff

Vintage Rose Pink

#D98FA3



Soft Blush Pink

#F2C7CF



Sage Green

#9AA57A



Olive Green

#6F7B4B



Warm Cream

#F5E9D7



Antique Gold / Beige

#C9A36B



Rustic Brown

#7A5A3A



Deep Burgundy Red

#8B1E3F



Fonts / typography.

Typography should be simplified and intentional. Headlines should use a bold, structured font such as Bitter Bold or a similar strong serif to convey confidence and clarity. Body text should rely on one clean, easy-to-read sans-serif font, such as Gill Sans or Trebuchet MS, to maintain accessibility. Text should feel spacious and approachable, never dense or textbook-like. Clear hierarchy, generous line spacing, and bold emphasis should guide the reader naturally without overwhelming them.

Visual preferences.

Imagery should focus primarily on natural-light photography rather than illustrations. Visuals should include soft greenery, warm indoor settings, and real professionals in authentic, conversational moments. This reinforces a sense of connection and relatability. Avoid stiff corporate environments, cold gray tones, or overly staged stock imagery. The overall feeling should be inviting and human. Layout should remain clean while allowing for some layering and visual interest. Use soft shapes, subtle color blocks, and plenty of white or cream space to maintain clarity. Slides and social graphics should prioritize bold, readable headlines with minimal text, supported by strategic use of accent colors. Avoid overcrowded layouts, rigid grids, or overly symmetrical, corporate designs.

10. WEBSITE & INFRASTRUCTURE

SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

- Wordpress Webflow Shopify Other Paynip

Where is your Domain or DNS hosted?

- Cloudflare GoDaddy Namecheap Unsure

Do you have full website access or not?

- Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

I focus on a small number of high-impact, relationship-driven channels rather than trying to be visible everywhere. My primary platform is LinkedIn, where I position myself as a Career English Strategist helping expat professionals communicate confidently and grow in U.S. workplaces. This is where I share content focused on workplace communication, professional identity, and career progression, while directing potential clients toward a clear next step.

In addition to LinkedIn, I rely on referral partnerships as a core channel. I build relationships with professionals who already support my audience—such as immigration attorneys, career coaches, recruiters, HR consultants, and relocation specialists—creating a steady flow of warm, qualified leads.

Channels you want to use next.

My priority is to deepen and optimize my current channels before expanding. Once I have consistent client acquisition through LinkedIn and partnerships, I may explore platforms like Instagram, Threads, YouTube, or a podcast as secondary channels.

Any expansion will remain intentional and aligned with my audience, focusing on quality engagement and trust-building rather than broad visibility.

Paid vs organic mix (if any).

My strategy is primarily organic and relationship-based. I focus on building trust through consistent content, direct conversations, and strategic partnerships rather than relying on paid advertising.

If I introduce paid strategies in the future, they will be highly targeted—such as promoting key content or driving traffic to my Career English Strategy Call—but only after my organic systems are consistently converting. My overall approach prioritizes depth, connection, and conversion over reach, ensuring that my time and energy are invested where they create the most impact.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- **Logo files**
- **Photos**
- **Videos**
- **Testimonials**
- **Case studies**
- **Written content**

Monica currently has foundational brand assets in place, though several elements require refinement for scalability. She has an established logo available in JPG format, along with a defined brand style guide that includes primary colors, fonts, and overall layout direction. However, the logo has not yet been converted into vector format and does not currently exist in transparent, black-and-white, horizontal, or stacked variations. These additional file types will need to be created to ensure flexibility across digital, print, and advertising platforms. In terms of photography,

Monica has one professional headshot with confirmed usage rights. She does not yet have lifestyle images of herself teaching or working with clients, nor does she have a cohesive brand photo library that reflects her workspace or teaching environment. She currently uses several sourced images of enthusiastic learners and a workplace image featuring global workers, as well as custom course cover graphics she created. Image resolution should be confirmed prior to large-scale use, and licensing from Pinterest-sourced images may need verification. For video assets, Monica has sample teaching videos hosted on YouTube. These were created prior to formally launching her business and are scheduled for future updates. She does not yet have a brand introduction video, video testimonials, or short-form content such as reels or clips for social media platforms. Regarding social proof,

Monica has written testimonials on Preply from previous clients. Approval for public marketing use has not yet been confirmed. She does not currently have structured case studies or documented measurable results but may be able to secure a detailed testimonial from a retained longterm client. Her website is live and includes sales pages outlining her coaching services and what clients can expect from sessions. She has written several blog posts, and her messaging is evolving toward a more focused and defined positioning. However, there is not yet a finalized primary call-to-action, dedicated lead magnet, or email sequence in place.

Overall messaging is nearing clarity but would benefit from further refinement to support stronger client targeting and funnel development. At this stage, Monica's brand has solid foundational elements, including core visual identity, early content, and initial proof of results. To support agency-led marketing efforts and scalable growth, priority development areas include expanding the logo file suite, creating strategic testimonials and case studies, building a lead magnet and email sequence, producing a brand introduction video, and refining positioning with a clear, singular call-to-action.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

- Confident English Communication in the Workplace
- Helping expat professionals speak clearly, contribute in meetings, and express ideas with confidence.
- Job Interview English & Career Advancement
- Preparing clients to succeed in interviews, articulate their value, and pursue new opportunities.
- Confidence, Mindset & Overcoming Fear
- Addressing the emotional barriers behind speaking—fear, embarrassment, overthinking, and self-doubt.
- Accent, Clarity & Understanding Native Speakers
- Improving pronunciation, listening skills, and overall clarity in real conversations.
- English for Expats in the U.S. (Culture + Communication)
- Supporting clients in navigating workplace culture, social interactions, and building a sense of belonging.

Primary keywords/themes (the search terms and themes your ideal customers actually use)

High-Intent Core Keywords:

- speak English confidently at work
- how to speak English fluently at work
- improve confidence speaking English
- how to prepare for a job interview in English
- English communication skills for professionals

Emotional & Pain-Point Keywords:

- I feel embarrassed speaking English
- afraid to speak English at work
- nervous speaking English
- how to stop overthinking when speaking English

Workplace & Professional Keywords:

- participate in meetings in English
- explain ideas clearly in English
- professional English speaking skills
- English for workplace communication

Interview-Focused Keywords (High Conversion):

- English job interview questions and answers
- how to answer interview questions in English
- interview English practice

Listening & Accent Keywords:

- how to understand native English speakers
- how to understand Americans when they speak fast
- improve English listening skills
- improve pronunciation in English

Expatriate & U.S.-Focused Keywords (Niche Differentiation):

- English for expats in the US
- communication in American workplaces
- how to adjust to American workplace culture

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

Primary business goal (your main focus for the next 6–12 months).

• Not exactly sure of monthly revenue, but I estimate it would be about \$8000. • I am hoping to work with at least 5 clients per week and increase from there. • I would primarily be selling 1:1 coaching, but I would love to include group programs. Eventually I would like to sell digital courses. • I would like to have all of these: stability, growth, visibility, and authority, plus credibility.

Key outcomes you care about (leads, sales, visibility, etc.).

Consistent monthly income • More visibility & brand authority • Scalable income (not trading time for money) Maintaining client trust and meaningful relationships would make you feel personally successful at the end of this period.

Biggest constraints: what's limiting progress (time, budget, clarity, systems).

I would say my biggest constraint right now is not enough leads. Next biggest are: • Getting potential leads but not converting • Fear of visibility—possibly being overlooked because of my unique positioning And practically speaking • No inquiries per month right now. • Unfortunately, none of these have converted to paying clients.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

Marketing Budget Range: an approximate amount you're comfortable investing.

The business currently operates with a lean monthly marketing budget of \$50-\$100, which supports a focused and intentional approach to growth. Rather than relying on paid acquisition, marketing efforts are centered on high-impact, low-cost strategies that build visibility, trust, and authority among expat professionals and working English learners. These efforts include consistent LinkedIn content, relationship-driven referral building, strategic networking, platform-based visibility opportunities, and the use of carefully selected digital tools. This approach reflects the brand's emphasis on meaningful connection and long-term positioning, prioritizing consistency and credibility over quick, transactional results. Any future investment in paid advertising, premium platforms, or outsourced support will be made deliberately, with a clear connection to revenue growth and measurable return on investment.

Decision-Maker: the person who approves spend and final decisions.

The business operates under a single decision-maker model, with all marketing expenditures, strategic direction, vendor selection, and campaign approvals managed directly by the Founder. This structure allows for a high level of agility, enabling quick decision-making, immediate pivots when needed, and strong alignment between brand vision and execution. Without additional approval layers or external stakeholders, the brand maintains consistency in its messaging and positioning, ensuring that every marketing effort reflects its core mission: helping professionals communicate with clarity, confidence, and cultural awareness in real-world environments. Because strategy, execution, and approval currently sit within the same role, maintaining clear priorities and focused effort is essential. This structure supports efficient execution but also requires thoughtful systems to avoid overwhelm and ensure sustainability. As the business grows, this model is designed to evolve, with the potential addition of operational support, creative contractors, or strategic collaborators. At that stage, responsibilities and approval processes can be expanded accordingly, while still preserving the brand's core strength: a clear, human-centered vision combined with strategic, results-driven execution.

16.COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

Testimonials & Reviews

I do not use direct testimonials from past platforms without explicit permission. Instead, I present client feedback as paraphrased “feedback themes” to respect privacy and ownership. These summaries do not include identifying details such as names, job titles, company names, or photos. This ensures all feedback is shared in a respectful, non-identifiable, and compliant way.

Photos & Visual Content

I use stock images from platforms such as Pexels and Unsplash, which allow free commercial use. I do not use client photos or screenshots from private sessions. My logo is an original design created using an AI-based tool and is used consistently across all branded materials.

Industry Rules: any sector-specific regulations you must follow?

Claims & Advertising Standards

I avoid guarantees, exaggerated claims, or promises of specific outcomes. I do not use language such as “guaranteed results” or “get hired faster.” Instead, I focus on skill development, confidence-building, and real-world communication outcomes. I accurately represent my credentials as a TESOL-certified English teacher (UniPrep Institute) without implying licensure or government accreditation. My positioning reflects English language coaching for career and cultural communication.

Data & Privacy

I currently collect minimal personal data and do not request sensitive information such as resumes or phone numbers. As my business grows, I will implement a formal privacy policy to ensure transparency and compliance.

Platform & Compliance Awareness

While I am not currently running paid ads, my messaging is designed to align with common advertising standards (LinkedIn, Meta, Google), ensuring it remains compliant if I choose to scale.

Ethical Marketing Practice

I prioritize accuracy, transparency, and client confidentiality. All feedback is anonymized, and my messaging avoids misleading or deceptive claims. As I grow, I will obtain explicit permission for any future testimonial use and ensure all visual assets remain properly licensed.

